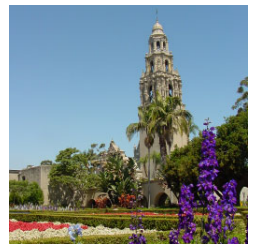
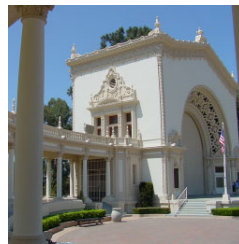
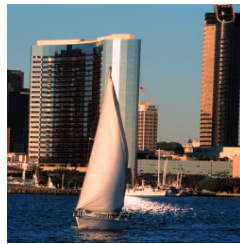
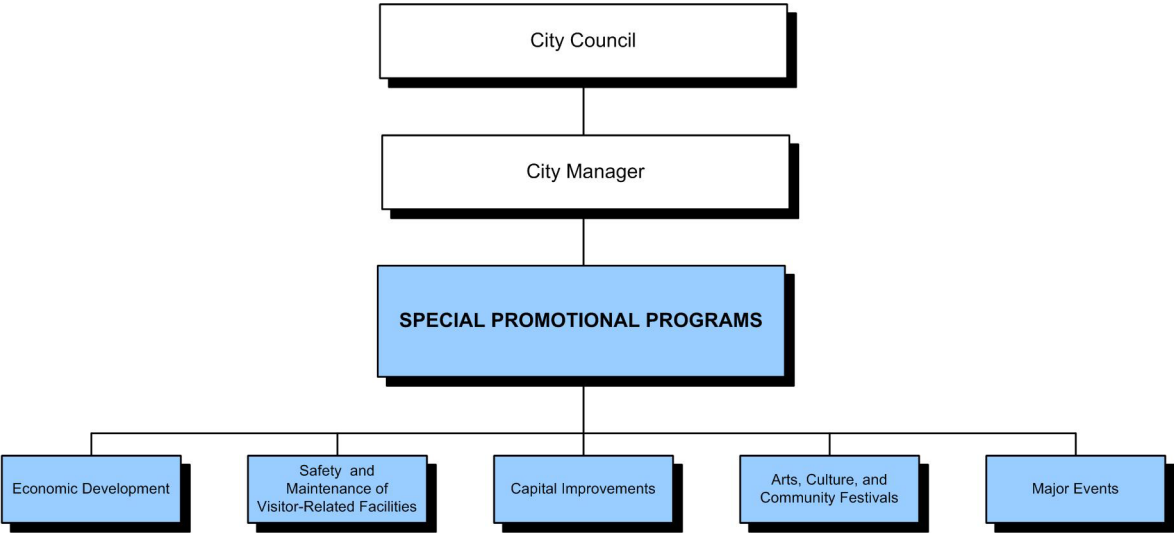


Special Promotional Programs



To advance the City's economic health by promoting the City of San Diego as a visitor destination in the national and international marketplace; support programs that increase hotel occupancy and attract industry resulting in the generation of Transient Occupancy Tax and other revenue; develop, enhance and maintain visitor-related facilities and support the City's cultural amenities and natural attractions.

Special Promotional Programs



Special Promotional Programs

Special Promotional Programs				
	FY 2001 ACTUAL	FY 2002 BUDGET	FY 2003 FINAL	FY 2002-2003 CHANGE
Positions	8.00	9.00	9.00	0.00
Personnel Expense	\$ 809,599	\$ 685,373	\$ 709,893	\$ 24,520
Non-Personnel Expense	\$ 78,096,537	\$ 94,474,328	\$ 86,880,583	\$ (7,593,745)
TOTAL	\$ 78,906,136	\$ 95,159,701	\$ 87,590,476	\$ (7,569,225)

Department Staffing

	FY 2001 ACTUAL	FY 2002 BUDGET	FY 2003 FINAL
TRANSIENT OCCUPANCY TAX FUND			
Commission for Arts and Culture	7.00	8.00	8.00
Safety and Maintenance of Visitor-Related Facilities	1.00	1.00	1.00
Total	8.00	9.00	9.00

Department Expenditures

	FY 2001 ACTUAL	FY 2002 BUDGET	FY 2003 FINAL
TRANSIENT OCCUPANCY TAX FUND			
Arts, Culture, and Community Festivals	\$ 8,637,651	\$ 9,809,782	\$ 9,598,558
Capital Improvements	\$ 26,131,044	\$ 35,736,523	\$ 36,519,850
Commission for Arts and Culture	\$ 740,443	\$ 877,434	\$ 877,434
Economic Development	\$ 18,480,911	\$ 19,254,116	\$ 20,426,716
Major Events	\$ 330,952	\$ 345,845	\$ 345,845
Safety and Maintenance of Visitor-Related Facilities	\$ 24,585,135	\$ 29,136,001	\$ 19,822,073
Total	\$ 78,906,136	\$ 95,159,701	\$ 87,590,476

Special Promotional Programs

Significant Budget Adjustments

TRANSIENT OCCUPANCY TAX FUND

Arts, Culture, and Community Festivals	Positions	Cost
Transfer of Funds from the Commission for Arts and Culture to Festivals and Organization Support Allocations In accordance with City Council direction at the Fiscal Year 2003 Budget Hearings, the Commission for Arts and Culture has transferred funds for administration expense to Festivals and Organization Support Allocations.	0.00	\$22,659
Allocation of Council District 2 Discretionary Funds to the Rock 'n' Roll Marathon In accordance with City Council direction at the Fiscal Year 2003 Budget Hearings, Council District 2 discretionary funds are transferred to the Citywide Category to be allocated to the Rock 'n' Roll Marathon.	0.00	(\$10,000)
Allocation of Council District 8 Discretionary Funds to the Otay Mesa Chamber of Commerce In accordance with City Council direction at the Fiscal Year 2003 Budget Hearings, Council District 8 discretionary funds are transferred to the Economic Development and Tourism Support Category to be allocated to the Otay Mesa Chamber of Commerce.	0.00	(\$10,000)
Decreased Funding for Arts, Culture, and Community Festivals Funding amounts for several organizations were transferred to the Economic Development Category.	0.00	(\$105,504)
Transfer of San Diego Hall of Champions to Citywide Category In accordance with City Council direction at the Fiscal Year 2003 Budget Hearings, The San Diego Hall of Champions is transferred to the Citywide Category.	0.00	(\$108,379)
Capital Improvements	Positions	Cost
Increased Funding for Capital Improvements Funding required for the Ballpark and Main Library Projects.	0.00	\$783,327
Commission for Arts and Culture	Positions	Cost
Personnel Expense Adjustments Adjustments to reflect the annualization of the Fiscal Year 2002 negotiated salary compensation schedule, Fiscal Year 2003 negotiated salaries and benefits, changes to average salaries, and other salary and benefit compensation.	0.00	\$22,289
Non-Discretionary Adjustments to reflect expenses that are determined outside of the Department's direct control. Examples of these adjustments include utilities, insurance, and rent.	0.00	\$17,919

Special Promotional Programs

Significant Budget Adjustments

TRANSIENT OCCUPANCY TAX FUND

Commission for Arts and Culture	Positions	Cost
Budgetary Savings Plan This reduction limits the number of resource development workshops as well as the total number of hours for technical assistance services that the Commission provides to the arts and culture community through its three-year Cultural Advancement Initiative. In addition, the adjustment reduces the quantity of distributed materials the Commission uses for customer service and public relations.	0.00	(\$17,549)
Transfer of Funds from the Commission for Arts and Culture to Festivals and Organization Support Allocations In accordance with City Council direction at the Fiscal Year 2003 Budget Hearings, the Commission for Arts and Culture has transferred funds for administration expense to Festivals and Organization Support Allocations.	0.00	(\$22,659)
Economic Development	Positions	Cost
Increased Funding for Economic Development Funding amounts for several organizations were transferred from the Arts, Culture and Community Festivals Category. Additional funds reflect activities related to hosting Super Bowl XXXVII.	0.00	\$1,044,221
Transfer of San Diego Hall of Champions to Citywide Category In accordance with City Council direction at the Fiscal Year 2003 Budget Hearings, The San Diego Hall of Champions allocation is transferred to the Citywide Category.	0.00	\$108,379
Allocation of Council District 2 Discretionary Funds to the Rock 'N' Roll Marathon In accordance with City Council direction at the Fiscal Year 2003 Budget Hearings, Council District 2 discretionary funds are transferred to the Citywide Category to be allocated to the Rock 'n' Roll Marathon.	0.00	\$10,000
Allocation of Council District 8 Discretionary Funds to the Otay Mesa Chamber of Commerce In accordance with City Council direction at the Fiscal Year 2003 Budget Hearings, Council District 8 discretionary funds are transferred to the Economic Development and Tourism Support Category to be allocated to the Otay Mesa Chamber of Commerce.	0.00	\$10,000

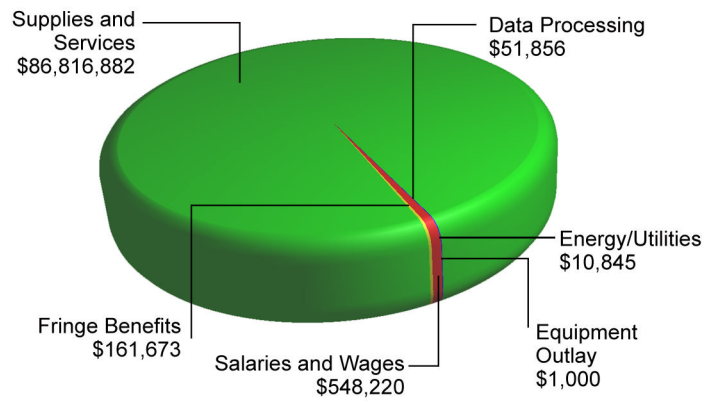
Special Promotional Programs

Significant Budget Adjustments

Safety and Maintenance of Visitor-Related Facilities	Positions	Cost
Personnel Expense Adjustments Adjustments to reflect the annualization of the Fiscal Year 2002 negotiated salary compensation schedule, Fiscal Year 2003 negotiated salaries and benefits, changes to average salaries, and other salary and benefit compensation.	0.00	\$2,231
Decreased Funding for Safety and Maintenance of Visitor-Related Facilities Funding is reduced due to decreased projected Sales Tax and Transient Occupancy Tax revenues.	0.00	(\$9,316,159)

Special Promotional Programs

Expenditures by Category



Budget Dollars at Work

\$87,590,476 Allocated (in Fiscal Year 2003)

11% Funds allocated to Arts, Culture, and Community Festivals

42% Funds allocated for capital improvements

Special Promotional Programs

No.	ORGANIZATION/ PROGRAM		FY 2001 ACTUAL	FY 2002 BUDGET	FY 2003 FINAL
	ECONOMIC DEVELOPMENT PROGRAMS				
	CITYWIDE				
1	Accessible San Diego		\$ 63,202	\$ 73,150	\$ 73,150
2	California State Games	(1)	-	-	21,162
3	Century Club of San Diego/Buick Invitational	(1)	-	-	33,083
4	City of San Diego/Economic Development		466,521	515,541	515,541
5	Elite Racing/Rock 'n' Roll Marathon		-	-	10,000
6	San Diego African American Sports Association/Gold Coast Classic		268,304	280,377	280,377
7	San Diego Bowl Game Association/Culligan Holiday Bowl		511,540	536,540	536,540
8	San Diego Convention and Visitors Bureau/Marketing Program		4,000,000	4,000,000	4,000,000
9	San Diego Convention and Visitors Bureau/Promotional Program		9,474,424	9,933,666	9,933,666
10	San Diego Crew Classic	(1)	-	-	6,375
11	San Diego Film Commission		859,395	907,842	907,842
12	San Diego Hall of Champions	(2)	-	-	108,379
13	San Diego International Sports Council		183,525	200,000	200,000
14	San Diego International Sports Council/Super Bowl XXXVII		-	-	906,000
15	San Diego Lifesaving Association/USLA National Lifeguard Championships	(1)	-	-	15,225
16	San Diego North Convention & Visitors Bureau		500,000	522,500	522,500
17	San Diego Regional Economic Development Corporation		1,316,416	1,390,625	1,390,625
18	San Diego World Trade Center/Local Access to Global Markets		150,889	156,750	156,750
	SUBTOTAL CITYWIDE		\$ 17,794,216	\$ 18,516,991	\$ 19,617,215

(1) These sporting events were transferred from the Festivals and Celebrations subcategory in Fiscal Year 2003.

(2) The San Diego Hall of Champions was transferred from the Organizational Support subcategory in Fiscal Year 2003.

Special Promotional Programs

No.	ORGANIZATION/ PROGRAM	FY 2001 ACTUAL	FY 2002 BUDGET	FY 2003 FINAL
	ECONOMIC DEVELOPMENT PROGRAMS			
	ECONOMIC DEVELOPMENT AND TOURISM SUPPORT			
19	ACCION San Diego	\$ 56,549	\$ 62,376	\$ 61,020
20	Asian Business Association of San Diego	16,737	19,797	18,479
21	Bayview Community Development Corporation	17,325	46,031	33,561
22	Business Improvement District Council	21,168	62,376	62,376
23	City Heights Business Improvement Association	30,150	39,787	44,070
24	East County Economic Development Council	-	19,510	33,561
25	Economic Development/Economic Development and Tourism Support Administration	62,308	59,121	59,121
26	Food and Beverage Association of San Diego	38,105	41,160	37,541
27	Hostelling International-American Youth Hostels	41,288	67,800	67,800
28	International Rescue Committee	-	-	24,750
29	International Visitors Council of San Diego	54,645	30,684	24,690
30	Japan Society of San Diego and Tijuana	21,969	13,340	10,773
31	Mission Valley Tourism Council	14,249	13,720	11,008
32	Occupational Training Services	12,295	-	-
33	Otay Mesa Chamber of Commerce	52,372	58,339	48,884
34	Promote La Jolla	-	19,908	40,000
35	Responsible Hospitality Institute	-	-	44,000
36	San Diego County Hispanic Chamber of Commerce	102,308	65,088	61,020
37	San Diego International Sister Cities Corporation	15,680	-	-
38	San Diego Regional Technology Alliance	-	-	14,850
39	San Diego World Affairs Council	-	6,782	-
40	San Ysidro Chamber of Commerce	14,355	12,913	12,248
41	South San Diego County Economic Development Council	49,454	31,949	31,949
42	Travelers Aid Society of San Diego, Inc.	65,738	66,444	67,800
	SUBTOTAL ECONOMIC DEVELOPMENT AND TOURISM SUPPORT	\$ 686,695	\$ 737,125	\$ 809,501
	TOTAL ECONOMIC DEVELOPMENT PROGRAMS	\$ 18,480,911	\$ 19,254,116	\$ 20,426,716

Special Promotional Programs

No.	ORGANIZATION/ PROGRAM		FY 2001 ACTUAL	FY 2002 BUDGET	FY 2003 FINAL
	SAFETY AND MAINTENANCE OF VISITOR-RELATED FACILITIES				
43	Coastal Infrastructure		\$ 1,567,500	\$ 1,638,038	\$ -
44	Coastal Infrastructure - Council District One		-	130,000	-
45	Maintenance and Security of Visitor-Related Facilities		6,119,235	13,144,682	4,996,461
46	Mission Trails Regional Park Foundation, Inc.		44,317	50,000	50,000
47	Public Safety Enhancements		7,358,499	7,689,632	7,689,632
48	QUALCOMM Stadium		9,018,743	5,486,250	6,586,250
49	Regional Park Infrastructure Improvements		-	500,000	-
50	Regional Park Safety Program		63,920	67,245	69,576
51	Special Event Reimbursement of City Costs		345,498	361,045	361,045
52	Transient Occupancy Tax (TOT) Payment Audit		67,423	69,109	69,109
	TOTAL SAFETY AND MAINTENANCE OF VISITOR-RELATED FACILITIES		\$ 24,585,135	\$ 29,136,001	\$ 19,822,073

No.	ORGANIZATION/ PROGRAM		FY 2001 ACTUAL	FY 2002 BUDGET	FY 2003 FINAL
	CAPITAL IMPROVEMENTS				
53	Balboa Park Arcade		\$ 100,000	\$ -	\$ -
54	Balboa Park/Mission Bay Park Improvements		7,388,499	7,689,632	7,689,632
55	Convention Center Complex		1,599,921	6,864,340	7,297,508
56	Japanese Friendship Garden		-	200,000	-
57	Major Facilities		9,211,744	11,611,565	12,558,259
58	Natural History Museum		300,000	300,000	300,000
59	New Convention Facility		4,811,740	5,060,846	4,664,311
60	Trolley Extension Reserve		2,719,140	4,010,140	4,010,140
	TOTAL CAPITAL IMPROVEMENTS		\$ 26,131,044	\$ 35,736,523	\$ 36,519,850

Special Promotional Programs

No.	ORGANIZATION/ PROGRAM		FY 2001 ACTUAL	FY 2002 BUDGET	FY 2003 FINAL
	ARTS, CULTURE, AND COMMUNITY FESTIVALS				
	FESTIVALS AND CELEBRATIONS				
61	Adams Avenue Street Fair and Roots Festival		\$ 51,019	\$ 52,470	\$ 46,911
62	Alpha Phi Alpha Fraternity, Inc./Martin Luther King, Jr. Pageant and Parade		265	4,317	3,096
63	America's Finest City Dixieland Jazz Society/San Diego Thanksgiving Dixieland Jazz Festival		26,468	43,313	35,912
64	Asian American Journalists Association/San Diego Asian Film Festival		7,536	11,304	25,083
65	Blues Lovers United of San Diego/San Diego Blues Festival		-	5,922	9,853
66	Cabrillo Festival, Inc./Annual Cabrillo Festival		12,741	6,859	9,328
67	California State Games	(3)	14,832	21,162	-
68	Cambodian Dancers of San Diego/Khmer Culture Festival		-	2,250	3,850
69	Centre City Development Corporation/Downtown San Diego Multi-Cultural Festival		-	2,176	1,737
70	Century Club of San Diego/Buick Invitational	(3)	36,758	33,083	-
71	City Heights Community Development Corporation/International Village Celebration		29,201	23,676	16,065
72	City Heights Town Council, Inc./Taste of City Heights		7,640	8,104	5,812
73	College Area Economic Development Corporation/Rolando Street Fair		2,500	2,702	2,818
74	Diamond Community Development Corporation/Fourth Council District History Month's Activities		-	3,875	-
75	Discover Pacific Beach/Pacific BeachFest		45,279	42,152	25,443
76	El Cajon Boulevard Business Improvement Association/Lunar New Year Festival		23,318	15,440	8,470

(3) These sporting events were transferred to the Citywide subcategory in Fiscal Year 2003.

Special Promotional Programs

No.	ORGANIZATION/ PROGRAM	FY 2001 ACTUAL	FY 2002 BUDGET	FY 2003 FINAL
	ARTS, CULTURE, AND COMMUNITY FESTIVALS			
	FESTIVALS AND CELEBRATIONS			
77	Encanto Community Fund/Encanto Street Fair and Cultural Arts Festival	\$ 28,550	\$ 22,980	\$ 15,000
78	Fire Fighters Advisory Council to the Burn Institute/Fire Expo	14,423	13,500	14,220
79	Gaslamp Quarter Association/Mardi Gras Celebration and Parade	21,557	30,257	24,013
80	Gaslamp Quarter Historic Foundation/ShamROCK 2000	4,500	-	-
81	Greater Golden Hill Community Development Corporation/Doo-Dah Parade and Music Festival	-	-	3,398
82	Hillcrest Business Improvement Association/City Fest	2,279	31,959	19,405
83	Historic Old Town Community Foundation/Old Town Fiesta Cinco de Mayo	51,020	55,634	46,911
84	I-15 Diamond Gateway Chamber of Commerce/Carmel Mountain Ranch Fall Festival	11,901	8,105	4,565
85	Indian Human Resource Center/San Diego American Indian Culture Days	5,250	-	-
86	Kiwanis Club of Grantville - Allied Gardens/Navajo Community Springfest	2,500	1,372	1,140
87	Kiwanis Club of Tierrasanta/Tierrasanta Oktoberfest and Tierrafest	2,500	1,504	2,518
88	Lake Murray Kiwanis Club/Annual Community Picnic and Street Fair	-	1,449	-

Special Promotional Programs

No.	ORGANIZATION/ PROGRAM		FY 2001 ACTUAL	FY 2002 BUDGET	FY 2003 FINAL
	ARTS, CULTURE, AND COMMUNITY FESTIVALS				
	FESTIVALS AND CELEBRATIONS				
89	Lake Murray Kiwanis Club Foundation/Lake Murray July 4th Music Fest	\$	4,086	\$ 3,906	\$ -
90	Linda Vista Multi-Cultural Fair, Inc.		11,000	8,800	8,690
91	Media Arts Center San Diego, Inc./San Diego Latino Film Festival		-	18,584	19,049
92	Mission Hills Foundation/Concerts in the Park		5,197	-	7,513
93	Montezuma Economic Development Corporation/College Avenue Community Parade		3,756	1,887	-
94	North Park Lions Club/Holiday Parade		-	-	5,600
95	North Park Main Street Association/North Park Spring Festival		7,500	8,717	8,802
96	Ocean Beach Main Street Association/Ocean Beach Street Fair		18,199	22,170	16,286
97	Pacific Southwest Wildlife Arts, Inc./California Open Wildlife Festival		-	2,759	6,809
98	Payomkawichum Kaamalam/Annual Grunion Festival		1,156	1,625	-
99	Peninsula Chamber of Commerce/Point Loma Cultural Faire		5,651	10,148	7,462
100	Point Loma Concert Series		-	-	7,302
101	Promote La Jolla/ La Jolla Community Festival		11,314	-	-
102	Rancho Bernardo Chamber of Commerce/RB Alive! Street Fair		9,950	9,987	10,781
103	Rancho Peñasquitos Town Council/Fiesta de los Peñasquitos		7,173	4,668	2,439
104	San Diego Armed Services YMCA/North San Diego Bay July 4th Celebration and Fireworks Show		-	-	17,250

Special Promotional Programs

No.	ORGANIZATION/ PROGRAM		FY 2001 ACTUAL	FY 2002 BUDGET	FY 2003 FINAL
	ARTS, CULTURE, AND COMMUNITY FESTIVALS				
	FESTIVALS AND CELEBRATIONS				
105	San Diego Chinese Center/Chinese New Year Food and Cultural Faire		\$ 24,120	\$ 28,700	\$ 24,142
106	San Diego Crew Classic	(4)	3,658	6,375	-
107	San Diego Dance Alliance/Nations of San Diego International Dance Festival		-	19,627	24,924
108	San Diego Do Something/East Village Day		1,375	-	-
109	San Diego Earthworks/Earth Fair		726	19,850	13,514
110	San Diego Fleet Week Foundation/Fleet Week San Diego		26,923	-	9,972
111	San Diego Lifesaving Association/USLA National Lifeguard Championships	(4)	60,000	15,225	-
112	San Diego State University Foundation/Border Voices Poetry Fair		10,210	25,637	29,360
113	San Ysidro Women's Club/San Ysidro Celebrates America		-	4,316	-
114	Sherman Heights Community Center/Latin Music Festival and Fiestas Patrias		3,505	3,415	2,664
115	Spirit of the Fourth, Inc./Independence Day Celebration		-	-	6,510
116	Spring Festival		6,600	-	-
117	Stop Off for Achievements/Labor Day Festival		1,183	-	-
118	Thunderboats Unlimited, Inc./San Diego Bayfair's World Series of Powerboat Racing		7,054	7,000	-
119	Torrey Pines Kiwanis Foundation/La Jolla Festival of the Arts and Food Faire		-	4,900	10,350
120	United Italian American Association/Columbus Day Parade and Band Competition		345	2,800	4,480
121	Veteran's Memorial Center/Veteran's Memorial Parade		10,000	-	14,369
	SUBTOTAL FESTIVALS AND CELEBRATIONS		\$ 642,718	\$ 676,661	\$ 583,816

(4) These sporting events were transferred to the Citywide subcategory in Fiscal Year 2003.

Special Promotional Programs

No.	ORGANIZATION/ PROGRAM	FY 2001 ACTUAL	FY 2002 BUDGET	FY 2003 FINAL
	ARTS, CULTURE, AND COMMUNITY FESTIVALS			
	ORGANIZATIONAL SUPPORT			
122	Actors Alliance of San Diego	\$ 16,380	\$ 12,413	\$ 13,340
123	Asian Story Theater	6,213	7,573	6,466
124	Athenaeum Music and Arts Library	107,591	117,832	124,930
125	Bear State Theatre/Ruse Performance Gallery	2,810	-	-
126	California Ballet Company	80,678	101,532	126,981
127	Camarada, Inc.	-	4,016	8,834
128	Center for World Music	12,553	15,981	18,189
129	Centro Cultural de la Raza	40,737	16,796	22,054
130	Children's Museum of San Diego/Museo de los Niños de San Diego	118,428	154,986	84,000
131	Christian Community Theater/Christian Youth Theater	70,997	92,269	80,673
132	City Ballet, Inc.	24,292	39,602	53,664
133	City Moves! (San Diego Dance Institute)	29,109	33,772	34,332
134	Civic Youth Orchestra, Inc.	29,363	53,363	15,200
135	Classics for Kids	16,328	28,879	19,643
136	Combined Organizations for the Visual Arts (COVA)	6,945	9,616	7,617
137	Diversionsary Theatre	30,350	30,139	32,540
138	Eveoke Dance Theatre	16,169	23,389	32,030
139	Fern Street Community Arts, Inc.	43,261	57,456	71,634
140	Fritz Theatre	3,386	14,007	15,036

Special Promotional Programs

No.	ORGANIZATION/ PROGRAM	FY 2001 ACTUAL	FY 2002 BUDGET	FY 2003 FINAL
	ARTS, CULTURE, AND COMMUNITY FESTIVALS			
	ORGANIZATIONAL SUPPORT			
141	Gaslamp Quarter Historical Foundation	\$ -	\$ 9,759	\$ 21,728
142	Gay Men's Chorus of San Diego	9,403	12,984	10,383
143	Globe Theatres	476,953	557,932	571,049
144	House of Hospitality	43,340	65,536	94,786
145	Icarus Puppet Company	9,439	16,114	16,927
146	Installation Gallery	54,818	81,075	106,000
147	Institute for Arts Education	37,490	33,379	27,865
148	Japanese Friendship Garden Society, San Diego	12,518	38,310	44,557
149	Jean Isaacs' San Diego Dance Theater	10,400	17,294	23,465
150	La Jolla Chamber Music Society	185,079	240,319	251,391
151	La Jolla Playhouse	324,295	432,253	467,236
152	La Jolla Stage Company	10,919	6,408	-
153	La Jolla Symphony and Chorus	37,256	45,693	46,904
154	Lower Left	-	3,185	4,842
155	Mainly Mozart Festival, Inc.	89,780	88,706	94,133
156	Malashock Dance and Company	43,340	46,079	55,465
157	Marine Corps Recruit Depot Museum Historical Society	1,019	10,000	10,000
158	McCaleb Dance	16,192	22,806	25,146
159	Mingei International Museum	153,232	236,030	216,567
160	Museum of Contemporary Art, San Diego	473,237	442,893	449,770

Special Promotional Programs

No.	ORGANIZATION/ PROGRAM		FY 2001 ACTUAL	FY 2002 BUDGET	FY 2003 FINAL
	ARTS, CULTURE, AND COMMUNITY FESTIVALS				
	ORGANIZATIONAL SUPPORT				
161	Museum of Photographic Arts	\$	114,567	\$ 191,857	\$ 220,353
162	New Works/Vantage Theatre		13,965	9,554	9,303
163	PASACAT/Phillipine-American Society and Cultural Arts Troupe		11,616	13,749	17,384
164	Patricia Rincon Dance Collective		10,848	12,212	18,787
165	Persian Cultural Center		12,731	20,295	30,065
166	Playwrights Project		30,912	49,267	42,601
167	Reuben H. Fleet Space Theater and Science Center/San Diego Space and Science Foundation		459,149	422,140	449,193
168	Samahan Filipino American Performing Arts and Education Center		22,533	18,563	15,960
169	San Diego Actors Theatre		2,821	4,046	-
170	San Diego Aerospace Museum, Inc.		279,991	286,675	248,130
171	San Diego Archaeological Center		-	-	11,773
172	San Diego Area Dance Alliance		28,153	-	-
173	San Diego Art Institute		25,101	39,015	47,759
174	San Diego Asian American Repertory Theatre		-	-	6,104
175	San Diego Automotive Museum		86,623	69,015	76,727
176	San Diego Ballet		44,441	39,228	40,072
177	San Diego Center for Jewish Culture		24,789	83,565	100,738
178	San Diego Chamber Orchestra		129,263	138,498	122,000
179	San Diego Children's Choir		27,692	34,325	28,917
180	San Diego Chinese Historical Society and Museum		15,619	13,951	15,829

Special Promotional Programs

No.	ORGANIZATION/ PROGRAM		FY 2001 ACTUAL	FY 2002 BUDGET	FY 2003 FINAL
	ARTS, CULTURE, AND COMMUNITY FESTIVALS				
	ORGANIZATIONAL SUPPORT				
181	San Diego Civic Light Opera		\$ -	\$ 66,304	\$ 60,430
182	San Diego Civic Youth Ballet		-	-	7,787
183	San Diego Comic Opera		60,421	57,977	57,205
184	San Diego Early Music Society		19,058	12,198	12,401
185	San Diego Guild of Puppetry		6,287	-	-
186	San Diego Hall of Champions	(5)	171,673	274,964	-
187	San Diego Historical Society		193,367	222,767	224,328
188	San Diego Junior Theatre		98,895	110,704	125,958
189	San Diego Maritime Museum		285,504	259,015	243,524
190	San Diego Master Chorale		19,013	16,704	18,907
191	San Diego Men's Chorus		16,414	24,341	20,606
192	San Diego Mini-Concerts		2,445	4,222	3,832
193	San Diego Model Railroad Museum, Inc.		62,489	59,621	59,924
194	San Diego Museum Council		11,659	7,500	10,516
195	San Diego Museum of Art		447,450	493,411	519,687
196	San Diego Museum of Man		266,261	233,242	218,836
197	San Diego Natural History Museum/San Diego Society of Natural History		459,859	460,065	457,741
198	San Diego New Music		885	1,474	2,023

(5) The San Diego Hall of Champions was transferred to the Citywide subcategory in Fiscal Year 2003.

Special Promotional Programs

No.	ORGANIZATION/ PROGRAM	FY 2001 ACTUAL	FY 2002 BUDGET	FY 2003 FINAL
	ARTS, CULTURE, AND COMMUNITY FESTIVALS			
	ORGANIZATIONAL SUPPORT			
199	San Diego Opera Association	\$ 552,929	\$ 622,554	\$ 619,367
200	San Diego Performing Arts League	69,441	93,008	108,725
201	San Diego Repertory Theatre	282,060	273,250	299,563
202	San Diego Symphony Orchestra, Inc.	308,173	394,797	400,856
203	San Diego Women's Chorus	8,493	8,387	6,921
204	San Diego Young Artists Symphony Orchestra	11,104	9,733	9,755
205	San Diego Youth Symphony	46,861	52,891	57,553
206	Sledgehammer Theatre	30,602	30,699	35,533
207	Southeastern Community Theatre	15,000	18,480	20,265
208	Spreckels Organ Society	38,419	37,039	35,333
209	Spruce Street Forum	4,411	11,857	13,431
210	Sushi, Inc.	14,444	20,000	10,000
211	Teatro Mascara Magica	1,731	9,973	-
212	Veterans Memorial Center and Museum	33,259	17,858	-
213	Westwind Brass	16,913	23,101	26,477
214	Women's Caucus for the Arts	-	-	1,392
215	WorldBeat Cultural Center	12,543	14,349	21,053
216	Young Audiences of San Diego	27,680	30,563	24,000
	SUBTOTAL ORGANIZATIONAL SUPPORT	\$ 7,580,857	\$ 8,639,379	\$ 8,541,001

Special Promotional Programs

No.	ORGANIZATION/ PROGRAM		FY 2001 ACTUAL	FY 2002 BUDGET	FY 2003 FINAL
217	Arts and Culture Program Administration		\$ 834,601	\$ 877,434	\$ 877,434
218	Public Art Fund		131,488	132,000	132,000
219	Neighborhood Arts Program		188,430	261,742	261,741
220	Festivals and Celebrations - Mayor/City Council Allocations		-	100,000	80,000
TOTAL ARTS, CULTURE, AND COMMUNITY FESTIVALS			\$ 9,378,094	\$ 10,687,216	\$ 10,475,992
MAJOR EVENTS					
221	Major Events Revolving Fund		\$ 330,952	\$ 345,845	\$ 345,845
TOTAL MAJOR EVENTS			\$ 330,952	\$ 345,845	\$ 345,845

	ORGANIZATION/ PROGRAM		FY 2001 ACTUAL	FY 2002 BUDGET	FY 2003 FINAL
SUMMARY					
ECONOMIC DEVELOPMENT PROGRAMS			\$ 18,480,911	\$ 19,254,116	\$ 20,426,716
SAFETY AND MAINTENANCE OF VISITOR-RELATED FACILITIES			24,585,135	29,136,001	19,822,073
CAPITAL IMPROVEMENTS			26,131,044	35,736,523	36,519,850
ARTS, CULTURE, AND COMMUNITY FESTIVALS			9,378,094	10,687,216	10,475,992
MAJOR EVENTS			330,952	345,845	345,845
TOTAL SPECIAL PROMOTIONAL PROGRAMS BUDGET			\$ 78,906,136	\$ 95,159,701	\$ 87,590,476

Special Promotional Programs

Division/Major Program Descriptions

Economic Development

To promote the City of San Diego as a visitor destination and advance the City's economy by increasing tourism and attracting industry.

Citywide

Accessible San Diego

Accessible San Diego (ASD) is San Diego's only non-profit information center for travelers with disabilities and for accessible meeting planners. It is also the originator of the Access and Senior Marketing Program. ASD provides valuable services and resources for travelers with disabilities and meeting planners via its information center, the "Access in San Diego" guide, its hotline telephone and website. ASD has also implemented a Beach Access Program, the world's first program to provide power beach chairs to persons with mobility disabilities.

California State Games

The California State Games is a statewide amateur sports festival for young athletes. It is modeled in the Olympic tradition, complete with Opening Ceremonies, Lighting of the Torch, and Gold, Silver and Bronze medals. The California State Games are part of a nationwide development program of the United States Olympic Committee that provides exposure for future Olympians and an opportunity for thousands to compete in an Olympic-style event. The 2002 event consisted of competition in 20 Olympic sports and was host to over 6,000 athletes from the entire state accompanied by their families.

Century Club of San Diego/Buick Invitational

The Buick Invitational is a PGA TOUR golf tournament held on an annual basis at the Torrey Pines Golf Courses in February. The tournament is organized annually by the Century Club of San Diego. The 2003 Buick Invitational will celebrate its 51st year of hosting the PGA TOUR stop in San Diego. The tournament features 156 of the top PGA TOUR professionals in a four day competition that includes other activities such as Pro-Ams, a Players Challenge, Dinner Show, PGA TOUR Family Night at Sea World, Junior Clinic, a Long Drive Contest and a Golf Ball Party. The tournament is assisted by almost 1,000 volunteers and attended by 135,000 - 150,000 spectators.

City of San Diego/ Economic Development

Economic Development, a component of the City of San Diego Economic Development and Community Services Department, is the only organization solely dedicated to the promotion of industrial and commercial development for the City of San Diego. The primary mission of Economic Development is to provide targeted assistance to key businesses that results in the retention and expansion of jobs and investment in the City of San Diego.

Elite Racing/ Rock 'n' Roll Marathon /

The 6th Annual Suzuki Rock 'n' Roll Marathon will take place May 30-June 1, 2003. The event will attract 20,000 participants, 8,000 volunteers, 175,000 spectators and 45 live bands. It is expected to generate over \$12,000,000 for charities such as the Leukemia and Lymphoma Society.

San Diego African American Sports Association/Gold Coast Classic

The objectives of the Gold Coast Classic are to host Black collegiate football teams and bands to play in San Diego, attract thousands of fans who will participate in game week activities and attend the football game, and promote San Diego as a tourist destination through national media.

Special Promotional Programs

Division/Major Program Descriptions (continued)

San Diego Bowl Game Association/Culligan Holiday Bowl

The objectives of the Culligan Holiday Bowl are to invite premier college football teams that will attract thousands of fans to participate in bowl week activities and attend the football game, and to promote San Diego as a tourist destination through national media, including telecast of the game and parade.

San Diego Convention & Visitors Bureau Promotional Program/Marketing Program

The San Diego Convention and Visitors Bureau (ConVis) strives to promote and maintain a healthy convention and visitors industry in the San Diego region in a manner that will benefit the community economically and environmentally. The ConVis Marketing Program is designed to support and expand ConVis' current marketing efforts. The programs within this plan are designed to integrate with existing marketing programs that are targeted to leisure market development.

San Diego Crew Classic/Rowing Regatta

The San Diego Crew Classic Rowing Regatta, scheduled for April 5-6, 2003 has been the project of the Crew Classic organization since 1973. The Rowing Regatta is an annual two day event on Mission Bay that hosts 3,400 athletes from across the country and abroad. It is the largest 2,000 meter regatta in the U.S. that is run exclusively for 8s (eight rowers and a coxswain). Included are a trade show, concessions, entertainment and an elegant fund-raising brunch, as well as picnic space for an estimated 16,000 spectators.

San Diego Film Commission

The goal of the San Diego Film Commission is to market San Diego as a filming destination and enhance the entertainment industry in the San Diego region, thus creating jobs and increasing tourism and hotel occupancy.

San Diego Hall of Champions

The mission of the San Diego Hall of Champions is to promote, recognize and preserve athletic achievement for inspiring individuals of all ages to reach their full potential. The Hall of Champions is the recognized authority and archival source for San Diego sports history, featuring over 1,400 artifacts from 40 sports and archival media on over 2,000 San Diego athletes. The Breitbard Hall of Fame honors and preserves the history of San Diego's greatest athletes. Outreach programs to San Diego youth teach the history of San Diego sports and the life skills that are learned from participation in sports.

San Diego International Sports Council

The mission of the San Diego International Sports Council is to promote the San Diego-Tijuana region as the preferred destination for sporting events and activities that benefit the region, both socially and economically.

San Diego International Sports Council/Super Bowl XXXVII

The San Diego International Sports Council seeks to attract sporting events of national and international significance. Super Bowl XXXVII will bring spectators, event organizers and participants, who will directly support the San Diego economy. The estimated economic impact of hosting the Super Bowl is \$300 million. In addition, the event will enhance the quality of life for San Diegans through increased opportunities for leisure activities and by showcasing the San Diego region as an ideal destination to a worldwide audience.

San Diego Lifesaving Association/USLA National Lifeguard Championships

The 2002 United States Lifesaving Association National Lifeguard Championships is the only national competition of beach lifeguards in the United States. The event took place August 8-10 and was expected to draw over 1,250 participants. This event is ideally positioned to maximize the reputation of San Diego as an attractive tourist destination, emphasizing our beaches, environment, weather and healthy lifestyle.

Special Promotional Programs

Division/Major Program Descriptions (continued)

San Diego North Convention & Visitors Bureau

This Program is an aggressive year-round sales and marketing effort to promote San Diego North as a preferred visitor destination through trade and travel shows, public relations, special promotions, Internet and direct sales. The Program objective is to enhance the economic development of San Diego North through increases in visitor spending and Transient Occupancy Tax. All promotional efforts will serve the hospitality industry in North City areas of Rancho Bernardo, Rancho Peñasquitos, La Jolla and Carmel Valley, which fall within San Diego City limits.

San Diego Regional Economic Development Corporation

The San Diego Regional Economic Development Corporation (EDC) is dedicated to sustaining regional economic prosperity. EDC is the only regionwide organization focused on maintaining a competitive business environment through the assessment of human resource and infrastructure needs and public policy concerns of technology industries; proactive outreach to expanding technology companies; and increased awareness of San Diego as a technology center of excellence.

San Diego World Trade Center/Local Access to Global Markets

The World Trade Center will sponsor Local Access to Global Markets, a project that targets small to medium-sized enterprises in San Diego, providing them with information and business contacts in a cost efficient and effective manner. The program will expand their international business and the San Diego economy.

Economic Development and Tourism Support

ACCION San Diego

ACCION San Diego is a mission driven, 501(c)(3) non-profit organization, which helps microentrepreneurs strengthen their businesses, stabilize their incomes, create additional employment, and contribute to the economic revitalization of their communities. ACCION San Diego focuses on income and job creation through development of microenterprises located in low to moderate income areas traditionally underserved by the commercial banking sector. ACCION targets underserved communities and works with strategic partners in local government, community based agencies, corporations, and banks in a coordinated approach to comprehensive community revitalization.

Asian Business Association of San Diego

The Asian Business Association of San Diego (ABA) is a non-profit membership organization established in 1990 to support Asian owned businesses. ABA provides networking opportunities, professional development and business advocacy for the increasing Asian Pacific American business community in San Diego.

Bayview Community Development Corporation

The Bayview Community Development Corporation (Bayview CDC) was incorporated in January 1995, and has quickly grown into a comprehensive service-oriented organization. Bayview CDC targets San Diego's inner city residents, developing and implementing innovative programs in the areas of affordable housing, employment, business development, and community organizing. Services are individualized, allowing residents to identify and achieve their personal development goals in various areas, without forcing unneeded services on anyone.

City Heights Business Improvement Association

The City Heights Business Improvement Association, Inc. (CHBIA) was organized over a decade ago to improve the business district through the promotion of public improvement projects, the sponsorship of special events and the evaluation of the economic needs of member businesses. Operating along the Main Street model, the CHBIA has expanded its service area to include the entire City Heights community.

Special Promotional Programs

Division/Major Program Descriptions (continued)

East County Economic Development Council

The East County Economic Development Council (ECEDC) was formed in 1984 as a 501(c)(6) business non-profit organization. The ECEDC Foundation was formed as a 501(c)(3) in 1998 to address specific research, education, and economic development projects. The primary objective of the ECEDC and its foundation is to engage in economic development in the region.

Food and Beverage Association of San Diego

For 57 years, the Food and Beverage Association (F&BA) of San Diego County has been promoting responsible and safe destinations for tourists and residents in San Diego. The F&BA strives to enhance San Diego's hospitality industry to be attractive to new outside investment; conduct training programs ensuring high operating standards for health, service and safety; communicate effectively on labor issues, marketing programs, and problem-solving techniques; provide an array of services designed to allow businesses to run better and be more profitable; and work with other organizations to enhance the City's economy.

Hostelling International - American Youth Hostels

Hostelling International—American Youth Hostels (HI-AYH) is a charitable tax-exempt organization under the IRS 501(c)(3) code. Over the past 60 years, the organization has evolved from a simple accommodation network to a leader in experiential education. Its humanitarian mission is a powerful one: to enhance the prospect for global peace and stability by providing learning opportunities that nurture interaction and understanding among the diverse peoples of the world. The vessels for its work are the buildings called youth hostels. HI-AYH San Diego Council currently operates three successful hostels that host more than 48,000 overnights annually.

International Rescue Committee

Founded in 1933 by Albert Einstein, the International Rescue Committee (IRC) opened its San Diego office in 1975, and has since resettled nearly 20,000 refugees in the community. Helping refugees to achieve economic self-sufficiency is one of the IRC's primary resettlement goals. Last year, the IRC resettled 760 refugees in San Diego County, and assisted more than 2,500 refugees from more than 10 different countries.

International Visitors Council of San Diego

The International Visitors Council (IVC) of San Diego, a non-profit organization, is one of 97 volunteer councils in cities across the U.S. working under the national network of the Washington, DC based non-profit National Council for International Visitors. Most of IVC's work involves assisting the U.S. Department of State with its International Visitors Program. This Program sponsors visits to the U.S. by foreign leaders and opinion makers to meet and exchange ideas with Americans. The IVC arranges professional meetings with San Diego business and community leaders in the visitor's field of interest; provides the opportunity to meet San Diegans socially in their homes; arranges accommodations for the visitors; accompanies visitors on appointments; arranges sightseeing; and escorts visitors to events.

Japan Society of San Diego and Tijuana

The Japan Society of San Diego & Tijuana (JSSDT) was formed in 1996 with the mission of fostering relationships between San Diego and California's two largest international trading partners: Japan and Mexico. Recognizing the importance of the multifaceted linkage between the economy of San Diego and that of the three countries — Japan, Mexico and the United States — the JSSDT strives to maintain and enhance that relationship through its programs and services. The JSSDT has been widely welcomed by the community as evidenced by the diversity and enthusiastic participation of its membership that includes people of various nationalities and backgrounds.

Special Promotional Programs

Division/Major Program Descriptions (continued)

Mission Valley Tourism Council

The Mission Valley Tourism Council meets monthly to disseminate important industry information and to set and review the short and the long term marketing goals and objectives of the organization. The 25 lodging establishments in Mission Valley and their 6,000+ hotel rooms represent approximately 15% of the total inventory of hotel rooms in San Diego County. These lodging establishments will contribute over \$15 million in Transient Occupancy Tax revenue to the City of San Diego in Fiscal Year 2003. It is estimated that hotels in this area employ approximately 4,200 San Diegans.

Otay Mesa Chamber of Commerce

The Otay Mesa Chamber of Commerce (OMCC), a non-profit business advocacy organization, seeks to enhance employment and economic opportunities in Otay Mesa and develop a competitive and increased exporting base in San Diego. Founded in 1987, the OMCC has advocated major infrastructure projects in Otay Mesa that impact San Diego's exporting base; created business expansion opportunities; engaged in public education; and supported the needs of the region's business community. The OMCC's most recent accomplishments include: spearheading a regional effort to secure more than \$230 million for State Route 95; leading the effort to develop and expand public transportation in Otay Mesa; and reducing wait times at the San Ysidro and Otay Mesa Ports of Entry.

Promote La Jolla, Inc.

Promote La Jolla, Inc. (PLJ) is an established non-profit organization with existing contractual obligations with the City of San Diego for the improvement of business in the La Jolla area. PLJ is the administrator for the La Jolla Business Improvement District (BID). It is the only BID in Council District One, and is located in the downtown village of La Jolla. The organization consists of 1,200 local merchants, restaurateurs, hoteliers and businesses, which elect 15 volunteer board members. The BID is modeled after the Main Street program and consists of four committees: Economic Development, Design, Promotions, and Organization.

Responsible Hospitality Institute

The Responsible Hospitality Institute (RHI) is a private non-profit organization founded in 1983 in Massachusetts to promote legal and social awareness programs for the hospitality industry. RHI serves as a unique vehicle to pursue changes in systems rather than solutions to problems. Offices were relocated to California in 1989. In 1996, RHI relocated its primary office to the City of San Diego to manage the San Diego Hospitality Resource Panel (HRP), organized to address the high risk business practices in Pacific Beach's restaurants and bars. In six years, it has gradually expanded its program and area of service to the entire City. The San Diego HRP remains RHI's most evolved and developed project, serving as a model for other cities organizing their own Hospitality Resource Panel.

San Diego County Hispanic Chamber of Commerce

The San Diego County Hispanic Chamber of Commerce (SDCHCC) acts as a business resource for the San Diego business community by conducting seminars, providing referrals for contracting opportunities in the region and hosting monthly networking mixers. The SDCHCC has a contract with the City of San Diego and the San Diego Unified School District to perform community outreach and increase the procurement opportunities for small businesses. The SDCHCC also provides a website for member referrals and business/contracting opportunities. The SDCHCC publishes a monthly newsletter that promotes the Chamber's events, local businesses and community news. The SDCHCC will coordinate the Third Annual Viva El Mariachi Festival! which will attract visitors from the southwest United States. In partnership with the Port of San Diego, the Chamber will also host trade delegations from Mexico to promote trade and business development.

Special Promotional Programs

Division/Major Program Descriptions (continued)

San Diego Regional Technology Alliance

The San Diego Regional Technology Alliance (RTA) is a private, 501(c)(3) corporation, chartered in state legislation by the Technology Trade and Commerce Agency to help ensure the economic growth and employment development in San Diego's technology community. Since 1993, the RTA has been a trusted partner to early stage technologists and a resource to the investment community; a proponent of applying technological solutions to the task of bridging the digital divide; and a rich resource for public policy information, centered around catalyzing the San Diego technology community.

San Ysidro Chamber of Commerce

The San Ysidro Chamber of Commerce is a non-profit, business-oriented organization which promotes effective commerce in the international border region while building and strengthening partnerships in the community. The specific and primary purposes of the San Ysidro Chamber of Commerce are to initiate, sponsor, promote, and carry out plans, policies, and activities that will tend to further the prosperity and development of the community of San Ysidro. The San Ysidro Chamber of Commerce is in a unique position to enhance the image of San Ysidro to visitors and potential visitors to the border region.

South San Diego County Economic Development Council

The South County Economic Development Council (SCEDC), a 501(c)(3) non-profit organization, was formed in 1989 by a group of South San Diego business and community leaders. SCEDC objectives and goals within the South San Diego region include encouraging private investment and job creation; promoting diversified residential and overall business development; publicizing the cultural, educational, social and geographic opportunities of the area to attract new businesses and tourism; and serving as a promoter for the region, public and private interests.

Safety and Maintenance of Visitor-Related Facilities

To provide supplemental funding for public safety and the maintenance of visitor-related facilities.

Maintenance and Security of Visitor-Related Facilities

This Program reimburses the General Fund for a portion of the costs incurred by General Fund departments that provide security and maintenance of visitor-related facilities.

Mission Trails Regional Park Foundation, Inc.

The goals of this Program are to maintain a state-of-the-art interpretive exhibit and educational program for visitors to the center, including the general public and students; providing visitor amenities throughout the park; promotion of the park to San Diego residents and visitors and supporting visitor services and amenities at the Kumeyaay Lake Campground.

Public Safety Enhancements

Funding is provided for positions and related support added as a result of the Public Safety Ordinance during Fiscal Year 1994 - Fiscal Year 1998.

QUALCOMM Stadium/ Super Bowl XXXVII

This Program will provide funding to QUALCOMM Stadium for expenses associated with improvements and operations required to host Super Bowl XXXVII.

Regional Park Safety Program

This Program provides funding for 1.00 Park Ranger for improved park security at Mission Bay Park.

Special Event Reimbursement of City Costs

This Program reimburses the General Fund for a portion of the costs incurred by General Fund departments that provide necessary support for special events occurring throughout the City during the year.

Special Promotional Programs

Division/Major Program Descriptions (continued)

Transient Occupancy Tax (TOT) Payment Audit

This Program reimburses the General Fund for the costs incurred for one staff position in the City Auditor and Comptroller's Office that conducts TOT payment audits. The audits conducted ensure that the City receives appropriate tax revenues based upon room revenues.

Capital Improvements

To provide funding for the renovation, construction and expansion of visitor-related facilities and projects.

Balboa Park/Mission Bay Park Improvements

This allocation provides the City with the ability to finance capital improvements in Balboa Park and Mission Bay Park.

Convention Center Complex

This Program provides debt service funding and administrative costs related to the expansion of the Convention Center, which more than doubled the existing exhibit hall. The expanded facility opened in September 2001.

Major Facilities

This Program provides funding for potential new facilities.

Natural History Museum

This Program includes funding for additional improvements to the existing facility.

New Convention Facility

This Program provides for the transfer of funding from Special Promotional Programs to the New Convention Facility Fund for the purpose of planning, promoting, operating and maintaining the San Diego Convention Center.

Trolley Extension Reserve

This Program includes funding equivalent to the annual lease payments for both the Bayside and Old Town Trolley bond issuances allocated annually to finance the extension of the San Diego Trolley.

Arts, Culture, and Community Festivals

To enhance the economy and contribute to San Diego's reputation as a cultural destination by nurturing and maintaining art and cultural institutions of national and international reputation; supporting programs and projects that provide access to excellence in culture and the arts for residents and visitors; and funding programs and events that enrich the lives of the people of San Diego and build healthy, vital neighborhoods.

Festivals and Celebrations

Adams Avenue Street Fair and Roots Festival

In their 20th & 29th year respectively, the Adams Avenue Street Fair and the Adams Avenue Roots Festival are Normal Heights based community celebrations marketed as music festivals and regional attractions. They are produced by, and are integral to the successes of the Adams Avenue Business Association and its neighborhood revitalization agenda. Both events include six stages, approximately 70 music performances, hundreds of vendors, beer gardens and carnivals.

Alpha Phi Alpha Fraternity, Inc./ Martin Luther King, Jr. Pageant and Parade

The annual Martin Luther King, Jr. Pageant and Parade has become the highlight of San Diego's Martin Luther King, Jr. birthday celebration. This celebration attracts over 35,000 people of all backgrounds to enjoy the event. The parade is designed to embrace the ideals sought by Dr. Martin Luther King, Jr. - to promote and praise cultural diversity.

Special Promotional Programs

Division/Major Program Descriptions (continued)

America's Finest City Dixieland Jazz Society/San Diego Thanksgiving Dixieland Jazz Festival

The 23rd Annual San Diego Thanksgiving Dixieland Jazz Festival is a six day event (expanding to seven days in the coming year) held over the Thanksgiving weekend at the Town and Country Resort and Convention Center. It features 30 bands and 300 performers showcasing traditional jazz. It attracts 12,000 local and out-of-town participants and is planned for November 27 – December 1, 2002.

Asian American Journalists Association/San Diego Asian Film Festival

The San Diego Asian Film Festival presented and awarded quality films that represent the diversity of the Pan-Asian community, and promote San Diego as a premiere region for arts and cultural tourism. It was held October 3-6, 2002.

Blues Lovers United of San Diego/ San Diego Blues Festival

The San Diego Blues Festival is a one day music event at the Embarcadero Marina Park South on the San Diego waterfront. The event, to be held June 7, 2003, features both local and national blues artists and raises money for non-profits such as Blues Lovers United of San Diego and the San Diego Center for Children.

Cabrillo Festival, Inc./ Annual Cabrillo Festival

The Annual Cabrillo Festival will take place at the Cabrillo National Monument September 22–29, 2002, and will consist of the Opening Ceremony, Flag Raising, Wreath Laying and Open House. The Open House Cultural Program will feature Native American, Mexican, Portuguese and Spanish dancers and food booths, a Kumeyaay basket weaving and acorn grinding demonstration, 16th century soldier/sailor living history encampment, children's activities, and re-enactment of Cabrillo's Landing on Ballast Point.

Cambodian Dancers of San Diego/ Khmer Culture Festival

The Khmer Culture Festival is an annual fair organized by the Cambodian Dancers of San Diego. The purpose of the festival is to celebrate the accomplishments of the Cambodian youths who have worked throughout the year to learn the traditional dances of the Cambodian culture. The event also provides a venue for members of San Diego's Cambodian community to come together and celebrate the Cambodian New Year. The festival will be held April 12-13, 2003.

Centre City Development Corporation/ Downtown San Diego Multi-Cultural Festival

The Downtown San Diego Multi-Cultural Festival, held on January 18, 2003, stimulates economic development by promoting the multicultural and intergenerational diversity of the community. The event, which will attract 10,000 visitors, will take place on the scenic waterfront at the conclusion of the Martin Luther King, Jr. Parade. Activities will include an exhibit about the life of Martin Luther King, Jr., ethnic food booths, commercial booths and nonprofit vendors, and a candlelight walking tour along the Martin Luther King, Jr. Promenade.

City Heights Community Development Corporation/ International Village Celebration

The Annual International Village Celebration is an alcohol free, seven-block multi-cultural street fair in City Heights held on the first Saturday in June of every year. The number of people served include approximately 25,000 audience members, 150 vendors, 25 employers in the Career Corner, 25 local performers and representatives from local non-profit organizations. There are three stages of entertainment, food, vendor booths and a Fun Zone containing a petting zoo, face painting, interactive art booths, rides and children's entertainment.

Special Promotional Programs

Division/Major Program Descriptions (continued)

City Heights Town Council, Inc./Taste of City Heights

The Taste of City Heights is an annual festival of diverse restaurants in City Heights. Up to 750 participants will gather on El Cajon Boulevard at Hoover High School to hear live music by a local band and board London style double-decker buses and vans to be taken to 16 participating restaurants and four ethnic markets. Residents and visitors will sample menus representing the area restaurants.

College Area Economic Development Corporation/ Rolando Street Fair

The Rolando Street Fair is an annual one day community street fair featuring food, music, crafts and commercial vendors. The Rolando Street Fair draws over 12,000 people from the Rolando-College area and the vicinity. The fair is produced by the Montezuma Economic Development Council as an annual, alcohol-free gathering for families.

Discover Pacific Beach/ Pacific BeachFest

The Fifth Annual Pacific BeachFest is a one day family festival blending sun, sand and old-fashioned fun on the boardwalk. The day will offer beach and ocean competitions, live music, Kidfest, Arts and Crafts Village, Pacific Beach Merchants Sidewalk Sale and A Taste of Pacific Beach Food Court for the enjoyment of tourists and to improve the quality of life for San Diego residents. The event will be held Saturday, October 12, 2002, and is expected to attract 50,000 people. It is produced by the two primary community non-profits – Discover Pacific Beach, a business improvement association, and the Pacific Beach Town Council.

El Cajon Boulevard Business Improvement Association/Lunar New Year Festival

The Lunar New Year Festival, to be held January/February 2003, is a traditional celebration of the Lunar New Year observed by the Asian community and features dance, music and food. Blast to the Past, to be held in September 2002, is a family-oriented, multi-generation destination event that revives the Boulevard's "happy days" of the 1950s and 60s – swing dancing, the twist, hula hoops, soda fountains, poodle skirts and classic cars.

Encanto Community Fund/ Encanto Street Fair and Cultural Arts Festival

The Ninth Annual Encanto Street Fair & Cultural Arts Festival provides a significant economic benefit to San Diego's Fourth Council District. Of the 325 vendors, 75 percent are businesses that call the Fourth District home. In addition, the street fair provides temporary employment for the District's youth, affording the opportunity for practical employment training and readiness – consistent with the ongoing development of the Diamond Business District.

Fire Fighters Advisory Council to the Burn Institute/Fire Expo

Fire Expo, held July 20, 2002, is conducted each year by the Fire Fighters Advisory Council to the Burn Institute to provide public safety, fire and burn prevention information, and to demonstrate how the fire service and other public safety agencies serve the community. It is free to the public and attracts visitors from throughout California and Arizona.

Gaslamp Quarter Association/ Mardi Gras in the Gaslamp Quarter

Mardi Gras in the Gaslamp will be held on March 7, 2003. Highlights include a parade featuring 30-50 units, 12-15 Gaslamp Clubs presenting special food, music and entertainment and a block party (21 and up) featuring food, music, beads and other entertainment. Over 60,000 people are expected to attend. Increasingly, many of those in attendance will be visiting from outside the San Diego area.

Greater Golden Hill Community Development Corporation/Doo-Dah Parade and Music Festival

The third Annual Golden Hill Street Festival consists of a Doo Dah Parade followed by a street festival that includes the Fern Street Circus, music, dancers, food, and information.

Special Promotional Programs

Division/Major Program Descriptions (continued)

Hillcrest Business Improvement Association/ City Fest

The 20th annual street fair was held on Fifth Avenue between University Avenue and Walnut Street. The event included street vendors, continuous live entertainment on two stages, food courts, and two beer gardens. Admission was free to this one day event, held on August 10, 2002.

Historic Old Town Community Foundation/Old Town Fiesta Cinco de Mayo

The Old Town Fiesta Cinco de Mayo is a free, three-day cultural celebration that brings people together through dance, music, food and historical reenactments while raising the identity of Old Town – California's first European community – as a cultural destination. The Fiesta exposes residents and tourists to Mexican history and Hispanic culture. It enhances community identity and unity while raising the visibility of Old Town. The event will be held May 2 – May 4, 2003.

I-15 Diamond Gateway Chamber of Commerce/ Carmel Mountain Ranch Fall Festival

"Hands Across the Community", the Eighth Annual Carmel Mountain Ranch Festival, will be held on October 19, 2002. The festival promotes community spirit through involvement or attendance of the community and residents. The event offers crafts, business, organizations, health and food booths, three stages and a kiddie land.

Kiwanis Club of Grantville – Allied Gardens/Navajo Community Springfest

The Navajo Community Springfest is an annual event consisting of a parade, fair and car show. It brings together the communities of Allied Gardens, Del Cerro, Grantville and San Carlos and promotes the participation of local businesses, community groups, youth groups and neighborhood schools.

Kiwanis Club of Tierrasanta/ Tierrasanta Oktoberfest and Tierrafest

The 13th Annual Tierrasanta Oktoberfest will be held on October 12, 2002 at the Tierrasanta Recreation Center. It will provide an authentic German dinner, beer garden, musical entertainment, children's activities and a fireworks display for over 2,000 Tierrasanta families, friends and visitors.

Linda Vista Multi-Cultural Fair, Inc.

The goal of the Linda Vista Multicultural Fair is to organize and produce a cultural festival and parade that showcases a variety of ethnic and racial groups through exhibition of arts, crafts, music, performances, food, games and other activities for adults and children. The annual fair will be held on April 26, 2003 from 10:00 a.m. to 6:00 p.m. in the 6900 block of Linda Vista Road (between Ulric and Comstock Streets), and will attract an estimated 15,000 San Diegans and 2,000 out of town visitors.

Media Arts Center San Diego, Inc./San Diego Latino Film Festival

The 10th Annual San Diego Latino Film Festival will present over 90 feature films and host over 30 actors and filmmakers from across Latin America and the United States. The festival will allow San Diegans to see films and videos never released before in this area. The event will be held March 13-23, 2003 and will attract an audience of 11,000.

Mission Hills Foundation/ Mission Hills Concert in the Park

This series featured free concerts at Pioneer Park on Friday nights on July 5, 12, 19, 26, and August 2, 9, 16, 23, and 30, 2002.

North Park Lions Club/Holiday Parade

The North Park Lions Club will present North Park's Second Annual Holiday Parade on December 7, 2002. The event celebrates the many cultures and holiday traditions of residents of North Park and of nearby neighborhoods.

Special Promotional Programs

Division/Major Program Descriptions (continued)

North Park Main Street Association/ North Park Spring Festival

The North Park Spring Festival is a free celebration that enhances North Park's unique identity as an art, culture, and entertainment district and showcases the diversity of our mid-city neighborhood. The event features an estimated 200 arts and crafts vendors and local businesses, specialty foods, children's amusement rides, carnival games, street performers, and local bands. The highlight of the Spring Festival is the professional Karaoke stage, which attracts participants from Southern California. The performances are recorded and aired on cable television weekly during the course of the year. The event will be held on May 18, 2003.

Ocean Beach Main Street Association/ Ocean Beach Street Fair

Newport Avenue in Ocean Beach will host the 24th Annual Ocean Beach Street Fair and Chili Cook-Off Fireworks Festival, a celebrated and anticipated yearly community tradition. Since its origination, the Festival has remained one of community pride, involvement and ownership. The Fireworks Festival will be held on July 4, 2002. The street fair will be held on Saturday, June 21, 2003, and will entertain thousands of participants from 10 a.m.-8 p.m.

Pacific Southwest Wildlife Arts, Inc./ California Open Wildlife Festival

The California Open Wildlife Festival is a national wildlife art show and carving competition with major emphasis on birds, wildfowl, and fish. The event will be held February 14-16, 2003.

Peninsula Chamber of Commerce/ Point Loma Cultural Faire

The Sixth Annual Point Loma Village Cultural Faire is a free, one day event to be held in the neighborhood of Point Loma/Shelter Island on November 2, 2002. The event will have two performing arts stages featuring a wide range of performing arts groups including Portuguese folkloric music and dance, hip hop, gospel and dance theatre. Attendance is projected to surpass 20,000 participants. Artistic merchandise and crafts will be sold by 100 vendors.

Point Loma Concert Series

The series features five free, family friendly concerts at Point Loma Park during June and July.

Rancho Bernardo Chamber of Commerce/ RB Alive! Street Fair

RB Alive! Street Fair features health care, business fair, food fair, arts and crafts, kiddieland, and entertainment. This annual fair is held on the first Sunday in June.

Rancho Peñasquitos Town Council/ Fiesta de los Peñasquitos

The Eighth Annual Fiesta de los Peñasquitos will be held on Sunday, May 4, 2003, in Rancho Peñasquitos. Co-hosted by the Town Council and the Chamber of Commerce, this event will endeavor to foster a "spirit of community" by bringing the community together; showcasing area businesses and community organizations; providing a fun time for residents and visitors; serving as a forum for recognizing deserving individuals, organizations, and businesses; and benefiting the community as a major fundraiser for area business development and community service grants.

San Diego Armed Services YMCA, North San Diego Bay July 4th Celebration and Fireworks Show

The Second Annual 4th of July Fireworks show over North San Diego Bay (Point Loma, Shelter Island, Harbor Island, North Embarcadero, Mission Hills, Little Italy, and North Island Naval Air Station) was produced for the viewing pleasure of visitors on land and on the water. The goal was to promote businesses situated in and around the San Diego Port Tidelands area.

Special Promotional Programs

Division/Major Program Descriptions (continued)

San Diego Chinese Center/ Chinese New Year Food and Cultural Faire

The San Diego Chinese Center, in coordination with the Chinese Consolidated Benevolent Association, will sponsor and hold the Year 2003, Year of the Ram Chinese New Year Food and Cultural Faire on February 1 and 2, 2003. The celebration takes place in downtown San Diego in the heart of Asian Thematic District, along Third Avenue and J Street. The two day celebration and festival will consist of Chinese entertainment, cultural exhibits, Chinese history in San Diego displays, demonstrations and delicious foods from the many regions of China and Asia and is expected to draw 17,000 visitors and volunteers.

San Diego Dance Alliance/ Nations of San Diego International Dance Festival

Nations of San Diego International Dance Festival is the largest ethnic dance festival in Southern California. The mission of this annual event is to assist in the preservation of ethnic dance by showcasing a variety of ethnic traditions in a festival that fosters pride in our community. Nations of San Diego is a stage presentation that promotes multiculturalism and furthers the audience's appreciation of and respect for the region's artistic and ethnic diversity. The event will be held January 2-12, 2003.

San Diego Earthworks/ Earth Fair

The 14th Annual Earth Fair is a free environmental fair produced by volunteers featuring a wide variety of informational and educational exhibits, entertainment and activities for the whole family. The event will be held Sunday, April 27, 2003, in Balboa Park.

San Diego Fleet Week Foundation/ Fleet Week San Diego

The Columbus Day Parade and the Parade of Patriotism have joined to produce a signature event for Fleet Week San Diego on October 12th. Starting at Grape Street and Harbor Drive, it will follow Harbor Drive along the bay to Seaport Village. The parade will feature a band competition, military units, veterans groups, floats, helium filled balloons, antique vehicles, and firefighters. An awards ceremony will follow in Little Italy.

San Diego State University Foundation/ Border Voices Poetry Fair

The 10th Annual Border Voices Poetry Fair will be held April 25-26, 2003 at San Diego State University as the culmination of Border Voices' year-round Poets-in-the-Schools programs. The fair will feature poets and musical groups from around the world.

Sherman Heights Community Center/ Latin Music Festival and Fiestas Patrias

The Latin Music Festival and Fiestas Patrias celebrate the culture and history of hundreds of thousands of Latino residents in San Diego County and beyond with music, dance, food, theatre, and pageantry. These two signature events appeal to everyone who loves Latino culture, food, history and music. The events took place July 7 and September 15, 2002.

Spirit of the Fourth, Inc./ Independence Day Celebration

The Independence Day celebration comprises a patriotic ceremony underscoring the principles on which the nation was founded; a parade; multi-ethnic entertainment; fireworks display; and an array of street fair-style display booths.

Torrey Pines Kiwanis Foundation/ La Jolla Festival of the Arts and Food Faire

The La Jolla Festival of the Arts and Food Faire is an annual event which includes 180 artists, 25 food vendors and a wide variety of entertainment. Net proceeds benefit programs for physically challenged San Diegans.

Special Promotional Programs

Division/Major Program Descriptions (continued)

United Italian American Association/ Columbus Day Parade and Band Competition

The United Italian American Association Columbus Day Parade and Band Celebration commemorates the discovery of the "New World" and provides over 1,000 high school students with a quality band competition judged by professional judges from the Southern California Orchestra and Band Association. The event will also include an equestrian competition and festival in Amici Park.

Veterans Memorial Center, Inc./ Veterans Memorial Parade

The Veterans Memorial Parade will proceed down Harbor Drive from the County Administration Building to Seaport Village on November 11, 2002. There will be approximately 2,800 participants including marching bands, color guards, floats, veteran units, and an anticipated crowd of 30,000.

Organizational Support

Actors Alliance of San Diego

The Actors Alliance of San Diego is a non-profit arts service organization created by San Diego artists. It is dedicated to the advancement, promotion and exposure of member artists as well as the overall enhancement of the San Diego theatre community through the provision of support services, production of quality theatrical events and collaboration on theatre-based programs and projects.

Asian Story Theater

The Asian Story Theater uses live theater as a medium for education as well as entertainment and broadens multi-cultural awareness by dramatizing modern and classic Asian tales to families, children and teachers.

Athenaeum Music and Arts Library

The mission of the Athenaeum Music and Arts Library is to provide the La Jolla and San Diego communities with library resources in music and the arts and an ongoing schedule of concerts, exhibitions, arts appreciation lectures and studio art classes. The library collections and art exhibitions are free to the public five days a week.

California Ballet Company

The California Ballet is dedicated to presenting a full season of high quality professional ballet each year for the greater San Diego community and to providing a forum for professional dancers to develop and maintain their artistic skill. In addition, the California Ballet provides outreach programs, including lecture demonstrations and master classes in educational institutions.

Camarada, Inc.

Since its creation in 1994, Camarada, Inc. has performed a wide spectrum of music from diverse styles, eras and aesthetics. Dedicated to presenting innovative chamber music in collaboration with other artists and mediums, the group performs in unique and unusual environments, beyond the confines of the concert hall. Camarada also specializes in repertoire geared toward the interests of young people.

Center for World Music

The Center for World Music provides the San Diego community with access to quality performance experiences and educational opportunities in the music and dance traditions of the world. The Center's activities include large concerts, smaller chamber concerts, special events, international tours, classes, workshops, community projects and assistance to local traditional artists.

Centro Cultural de la Raza

The mission of the Centro Cultural de la Raza is to create, promote and preserve Chicano, indigenous and Mexican art and culture. This 30-year old organization, located in Balboa Park, provides easy access to residents and tourists alike who are interested in cultural events and education. It also serves as a regional, national and international resource for information on the cultural art forms of the United States/Mexico border region.

Special Promotional Programs

Division/Major Program Descriptions (continued)

Children's Museum of San Diego/Museo de los Niños de San Diego

The Children's Museum/Museo de los Niños de San Diego is dedicated to enriching the lives of children and youth through the arts and education. The Museum has developed a "learning through the arts" approach that recognizes that the arts enhance cognitive learning skills. The Museum serves 100,000 children, teenagers, parents, families and educators each year, including visitors and community members of the San Diego/Tijuana region. Programs include interactive exhibitions, installations and related art-making workshops.

Christian Community Theater/Christian Youth Theater

Christian Community Theater provides theater arts education to children ages 6-18 through Christian Youth Theater and produces 23 major children's and adult musicals each year. Classes and shows provide a wholesome environment for families and the community, keeping prices reasonable and maintaining the highest quality community theater has to offer.

City Ballet, Inc.

The mission of the City Ballet is to engage and transport audiences with high quality ballet performance concerts, including informal outreach presentations and educational programs to serve the entire community. Through these activities, City Ballet is developing a professional ballet company as well as creating public appreciation for the art form.

City Moves! (San Diego Dance Institute)

The mission of the San Diego Dance Institute (SDDI) is to develop in at-risk youth their innate capacity to express themselves through dance and related arts, via community based programs guided by trained professionals who nurture each individual's creativity, self-esteem and learning potential. SDDI reaches children in a variety of settings, from in-school classes to after-school residencies, to interactive assemblies.

Civic Youth Orchestra, Inc.

The Civic Youth Orchestra, Inc. (CYO) enhances the self-esteem of San Diego children through enjoyment, sense of accomplishment and self-improvement by involving youth in an instrumental music ensemble that is a pride to the community. The CYO teaches children, ages 6-18, to play classical music in nine instrumental ensembles of varying skill levels in multiple rehearsal locations.

Classics for Kids

Classics for Kids is dedicated to the promotion of classical music and arts through affordable and accessible educational concerts which are designed to help children develop an interest and appreciation for the music of the classical composers. The organization produces and presents professional productions that children will enjoy and understand, adding a visual dimension to hold the attention of young audiences.

Combined Organization for the Visual Arts (COVA)

COVA is composed of art groups and individual artists and is a non-profit visual arts service organization whose mission is to increase the appreciation of the visual arts in the San Diego region and to provide support for visual artists through advocacy, education and service.

Diversions Theatre

Diversions Theatre is a non-equity professional theatre company that has produced its own work since 1988. Diversions's mission is to serve all of the residents of San Diego by producing quality theater with characters and themes that represent the complexity and diversity of the gay, lesbian, bisexual and transgender community.

Eveoke Dance Theatre

Eveoke Dance Theatre (EDT) is an education and performance company primarily serving at-risk youth with a focus on their long-term development as dancers. EDT also produces original, full-length performance works and the Celebrate Dance Festival, a free event where over 30 companies and collectives perform for the public.

Special Promotional Programs

Division/Major Program Descriptions (continued)

Fern Street Community Arts, Inc.

Founded in 1990, Fern Street Circus is the main project of Fern Street Community Arts, Inc. The Circus is a theatrical and educational ensemble that exists to explore circus as an artistic form, to create a humane workplace in which empowered artists receive remuneration and respect; to work with communities to enliven public space and celebrate diversity; and to educate and empower teens, children and their families.

Fritz Theatre

The Fritz Theatre is San Diego's only small "Off-Broadway" theatre producing exciting, challenging new work that is consistently admired by critics and supported by the public. The Fritz brings affordable, high quality entertainment to downtown San Diego by offering an eclectic mix of world premieres, regional premieres of cutting-edge contemporary dramatists and fresh looks at classics.

Gaslamp Quarter Historical Foundation

The mission of the Gaslamp Quarter Historical Foundation is to enlighten, expand and enrich the understanding of a diverse audience base to the rich history and significance of the Gaslamp Quarter to early California history. Through the operation of the William Heath Davis House Museum, the Foundation seeks to create interesting and informative exhibits and programs that draw attention to the museum and the important history and culture it represents.

Gay Men's Chorus of San Diego

The Gay Men's Chorus of San Diego is a producing, presenting and performing organization, which exists to provide high quality, culturally sensitive musical and other arts genre programming.

Globe Theatres

The Globe Theatres, San Diego's most recognized arts institution for more than 65 years, is now one of the nations most respected and influential regional theaters. The three-theater complex in Balboa Park presents over 14 productions each year and features the works of William Shakespeare as well as both prominent and emerging playwrights and artists. The Globe offers a variety of educational opportunities for thousands of young people.

House of Hospitality

The House of Hospitality Association is a significant supporter of cultural tourism in San Diego through its administration of three distinct programs in Balboa Park – Balboa Park Visitors Center, Balboa Park Promotions and the official website of Balboa Park. In addition, the House is responsible for maintaining and preserving its National Historic Landmark Building.

Icarus Puppet Company

Icarus Puppet Company enriches the lives of children and adults by engaging families and communities with professional puppetry that explores the rich diversity of the art form while nurturing cultural and educational opportunities. Icarus Puppet Company performs and presents innovative family entertainment throughout San Diego and conducts extensive classes and workshops in area educational settings.

Installation Gallery

The Installation Gallery is dedicated to the realization of binational collaborative arts partnerships among nonprofit and public institutions in the San Diego/Tijuana region. Installation's resources are focused on inSITE – a project that includes an extensive exhibition of commissioned art in public spaces, education and community programs and residencies for curators and artists.

Institute for Arts Education

The Institute for Arts Education creates a unique partnership of classroom teachers and practicing artists in the presentation of music, dance, theater and visual arts residencies. These programs are implemented through year-long intense explorations in the arts with K-12 students within City and county schools.

Special Promotional Programs

Division/Major Program Descriptions (continued)

Japanese Friendship Garden Society, San Diego

The mission of the Japanese Friendship Garden Society, San Diego is to create a Japanese-style garden environment with educational programs that will promote understanding of the Japanese culture to people of diverse ethnic backgrounds and cultures. The Garden provides visitors with a beautiful Japanese-style garden setting with a Koi pond and exhibit house. Educational programs include horticulture, bonsai, Koi, foods, origami, tea ceremony and Ikebana.

Jean Isaacs' San Diego Dance Theater

Founded in 1972, San Diego Dance Theater has enriched the cultural life of San Diego through countless dance concerts and training for young dancers. Under the direction of Artistic Director Jean Isaacs since 1997, the company has earned the reputation of being a company of fully professional dancers committed to unconventional and deeply courageous programming, which expands access to the stage for dancers of many nationalities, races, ages and physical abilities.

La Jolla Chamber Music Society

The La Jolla Chamber Music Society provides San Diego audiences the highest quality of diverse classical music presentations through its Celebrity, Sherwood and SummerFest Series. In addition, the Society annually offers more than 20,000 children the opportunity to hear live classical music free of charge through its Discovery Series.

La Jolla Playhouse

The mission of the La Jolla Playhouse is to nurture significant new voices for the American theater by commissioning and developing outstanding new American plays and musicals, to present bold re-interpretations of classic works, and to offer innovative arts education and outreach programs to serve children and adults throughout the community. Winner of the 1993 Tony Award for Outstanding Regional Theater in the country, the Playhouse enhances the cultural life of San Diego and brings significant national attention to the City, supporting it as a cultural destination.

La Jolla Symphony and Chorus

The La Jolla Symphony and Chorus (LJS&C) is a community-based classical music presenter, featuring a 110-person orchestra and a 130-voice chorus, which draws its musicians from around San Diego County. The organization presents seven pairs of concerts each season and includes in its programming lesser-known works and new compositions along with traditional favorites. In support of music education, the LJS&C holds an annual Young Artists Competition and Concert, highlighting the talents of local young musicians, and brings music residencies into San Diego public schools, grades K-12.

Lower Left

Lower Left is a collective of four artists, working from a post-modern viewpoint, dedicated to the development and performance of theatrical dance works. Lower Left also provides mentorship for developing artists through its varied programs and outreach/educational activities to bring Lower Left's unique vision to a wider audience.

Mainly Mozart Festival, Inc.

Mainly Mozart Festival, Inc. seeks to foster the appreciation of Mozart and other classical composers by presenting internationally acclaimed artists from around the country in a year-round series of education programs, concerts and recitals in San Diego, Tijuana and Mexicali, to culminate in a late-spring festival of concerts, lectures and celebrations.

Malashock Dance and Company

Malashock Dance & Company (MD&C) presents the artistic vision of John Malashock to local, national and international communities. MD&C's repertory includes local performances and collaborations, national and international touring as well as education programs.

Special Promotional Programs

Division/Major Program Descriptions (continued)

Marine Corps Recruit Depot (MCRD) Museum Historical Society

The primary purpose of the MCRD Museum Historical Society is to promote and preserve the history of the Marine Corps Recruit Depot, Marines in Southern California and the United States Marines. The MCRD San Diego Museum Historical Society attracts 160,000 visitors per year, including recruits, their families and other visitors, and operates from a 33,000 square foot exhibit space that showcases an historical uniform collection and other military artifacts.

McCaleb Dance

McCaleb Dance is a multidiscipline, professional contemporary dance company creating and presenting original dance, music and visual arts for San Diego audiences and on tour. The organization provides outreach and education to San Diego neighborhood schools and fosters the emerging dance artist through its classes and its apprenticeship program.

Mingei International Museum

The Mingei International Museum of World Folk Art furthers understanding of the art of people from all cultures of the world through dynamic, changing exhibitions of traditional and contemporary folk art, craft and design. The Mingei Museum organizes and presents major exhibitions with related programs of music, dance, drama and film as well as illustrated lectures and artist/craftsman demonstrations.

Museum of Contemporary Art, San Diego

The Museum of Contemporary Art (MCA), San Diego is the City's only contemporary art museum, with a collection of some 3,000 works of art and a distinguished program of exhibitions and educational outreach focused on the art of our time. Operating as a cultural center for contemporary art in all media, MCA serves the community through the collection, preservation, exhibition and interpretation of works of art created from 1950 to the present. MCA has facilities in La Jolla and downtown San Diego.

Museum of Photographic Arts

The mission of the Museum of Photographic Arts (MoPA) is to collect and present the entire spectrum of the photographic medium. Recognizing the tradition of photography as a chronicler and critic of events, MoPA endeavors to address cultural, historical and social issues through its exhibitions, films and programs. Each year MoPA both curates and presents exhibitions, shows more than 200 films and presents dozens of lectures, classes and activities. Educational programs promote visual literacy and encourage appreciation of the photographic arts.

New Works/Vantage Theatre

The New Works/Vantage Theatre provides outreach programs and presents several fully staged plays and theatrical experiences for San Diego residents and tourists each year.

PASACAT

PASACAT, an acronym for the Philippine-American Society and Cultural Arts Troupe, preserves and promotes the Asian Pacific culture through the arts, thereby extending goodwill and enhancing understanding. PASACAT conducts classes and workshops in traditional Philippine dance, revealing the various influences of the 7,100-island republic. Over 80 students ages 4-45 with varying dance skills are trained to perform in 50-60 yearly presentations for schools and universities, cultural fairs and self-produced presentations.

Patricia Rincon Dance Collective

The Patricia Rincon Dance Collective (PRDC) enriches San Diego's arts and cultural scene by providing a professional contemporary dance/theater company that educates other professional dancers in the arts of choreography and dance. PRDC is dedicated to providing San Diego dance audiences diversified, affordable, innovative programming.

Special Promotional Programs

Division/Major Program Descriptions (continued)

Persian Cultural Center

The Persian Cultural Center promotes cultural awareness and a deep understanding of Iranian heritage through the instruction of its language, the presentation of music, dance, literature and poetry and the demonstration of customs specific to Persian culture.

Playwrights Project

The Playwrights Project promotes literacy, communication skills and creativity in young people through drama-based activities in schools and theatres. It also engages the minds and imaginations of older people by sharing their life experiences through theatre. Playwrights Project's activities include playwriting residences for grades K-12, the California Young Playwrights Contest, inter-generational partnerships called Lifestages, and teacher and curriculum development training.

Reuben H. Fleet Space Theater and Science Center/San Diego Space and Science Foundation

The Reuben H. Fleet Space Theater and Science Center is an educational organization dedicated to furthering the public's understanding of science and technology. The Fleet presents state-of-the-art media productions that impart knowledge of the universe and inspire participation in the sciences; provides interactive exhibits that demonstrate scientific principles; offers science education activities for students, teachers and the community; and serves the community as a responsive science information center.

Samahan Filipino American Performing Arts and Education Center

The Samahan Filipino American Performing Arts and Education Center is dedicated to the development and representation of the traditional as well as contemporary performing arts of Filipino Americans in San Diego. Samahan presents a variety of programs including theater performances with live music and the annual Philippine Cultural Arts Festival in Balboa Park.

San Diego Aerospace Museum, Inc.

The San Diego Aerospace Museum provides an educational, cultural, inspirational, scientific and entertaining facility devoted to the history and technology of aviation and space flight, with a particular emphasis on San Diego's long and rich aerospace history. The Museum's Hall of Fame honors the achievements of significant personalities in aerospace history. Its restoration facility preserves, restores or replicates many aircraft significant to aviation history. The museum has the most complete aerospace library and archives in the nation, outside of Washington, D.C.

San Diego Archaeological Center

The San Diego Archaeological Center is a nonprofit, public benefit corporation dedicated to the preservation of San Diego's archaeological legacy and sharing it with the public. The center curates archaeological artifacts representing 10,000 years of San Diego history and uses them in public programs to increase the understanding and appreciation of the people who call San Diego home.

San Diego Art Institute

The mission of the San Diego Art Institute (SDAI) is to enhance the quality of life of San Diegans by heightening awareness and understanding of the visual arts, through exhibition, education and outreach. SDAI offers an ever changing and comprehensive look at the visual arts scene in San Diego, focusing its programs in three areas: exhibition, education and outreach.

San Diego Asian American Repertory Theatre

Begun in 1996 as an unincorporated association of artists, the San Diego Asian American Repertory Theatre (AART) is now a 501(c)(3) organization that produces several plays per year and operates an 80-seat theatre space in South Park. AART focuses on presenting works that celebrate the Asian-American experience and providing opportunities for Asian-Americans to participate in all aspects of theatrical production.

Special Promotional Programs

Division/Major Program Descriptions (continued)

San Diego Automotive Museum

Located in Balboa Park, the San Diego Automotive Museum is a cultural and educational resource center contributing to the preservation and celebration of the automotive and motorcycle arts and sciences through community involvement. The museum exhibits over 90 automobiles and motorcycles. In addition to the exhibit, the museum features an automotive library, a museum store and a restoration area.

San Diego Ballet

The San Diego Ballet is the resident ballet company of the San Diego School of Ballet, located in Linda Vista. Founded in 1990, the Ballet's threefold goal is to offer quality classical and contemporary ballet to a diverse San Diego audience; to provide experience and exposure for pre-professional dancers and employment for an ethnically diverse company of professional dancers; and to enhance arts education in the community through outreach programs and scholarships.

San Diego Center for Jewish Culture

The San Diego Center for Jewish Culture offers diverse, unique arts opportunities relating to Jewish history and culture open to the entire community. Programs include the Jewish Film Festival, Streisand Festival of New Jewish Plays, Jewish Book Fair, youth theater, concerts, a library and other performance programs. Both children and adults receive instruction and performance opportunities in the theater arts. The recently opened art gallery, Judaica library and 50-seat theater add to the cultural opportunities the entire community may enjoy.

San Diego Chamber Orchestra

The San Diego Chamber Orchestra (SDCO) performs traditional classical music, summer pops repertoire, children's concerts and special outreach activities with a program of six subscription series concerts in four different venues. The SDCO also presents five annual performances of the Messiah and performs free concerts around the county.

San Diego Children's Choir

The San Diego Children's Choir is a secular choral program for children that specializes in the performance of classical and traditional music and offers the musical training essential to such performance.

San Diego Chinese Historical Society and Museum

The San Diego Chinese Historical Society and Museum collects, preserves and shares the Chinese American experience and Chinese history, culture and art in order to educate the community and visitors. This is achieved through exhibits, lectures, public programs and written material.

San Diego Civic Light Opera

The San Diego Civic Light Opera produces large scale, "Broadway" quality musicals outdoors, under the stars in Balboa Park's Starlight Bowl. It is the oldest producing non-profit musical theatre west of the Mississippi.

San Diego Civic Youth Ballet

The San Diego Civic Youth Ballet is dedicated to providing an opportunity for all the youth of San Diego to experience the art of ballet.

San Diego Comic Opera

The San Diego Comic Opera is a regional musical theater company that produces a season of fully staged and artistically significant productions at the Casa del Prado Theatre in Balboa Park. It collaborates with other organizations to enhance the production of historically important pieces from its repertoire and presents touring outreach programs throughout the community.

San Diego Early Music Society

The San Diego Early Music Society furthers appreciation of early music (pre-1700) by presenting concerts that use authentic instruments and/or performance techniques; organizing workshops for performers; publishing a bi-monthly newsletter and a directory of early music performers and resources in and around San Diego; and providing educational outreach programs at San Diego's schools.

Special Promotional Programs

Division/Major Program Descriptions (continued)

San Diego Historical Society

The San Diego Historical Society is an educational and cultural institution, preserving and sharing our historical collections and archives with visitors and the community. The Society connects the past to the future so that all generations may understand and appreciate the richness of San Diego's history. The Society maintains two museums and two historic houses: Museum of San Diego History and Research Archives, Junipero Serra Museum, Marston House and Villa Montezuma. It also publishes a quarterly educational journal, The Journal of San Diego History and maintains a large research archive.

San Diego Junior Theatre

The San Diego Junior Theatre is the oldest theatre by and for children in the United States, educating youth (3-18) in theatre arts through innovative classes and high-quality productions for the entire community. Year-round classes in Balboa Park, schools and community centers and six main stage plays each year at the Casa del Prado Theatre offer children the ability to develop critical thinking and problem solving skills while learning about the art of theatre from professionals.

San Diego Maritime Museum

The mission of the San Diego Maritime Museum (SDMM) is to inform, enlighten and engage the public in active consideration of the decisive role of maritime endeavor in the history of our community, our nation and our culture. SDMM's responsibilities include stewardship of major historic vessels including the Star of India, the Berkeley, the Medea and the Pilot as well as numerous small crafts, artifacts, maritime artwork and folk craft, books and archival materials.

San Diego Master Chorale

The San Diego Master Chorale is a community based, non-sectarian choral group whose volunteer singers produce music with professional direction. The Master Chorale's repertoire includes a broad scope of music, from master choral works to modern, popular songs and show tunes. The Master Chorale performs regularly with the San Diego Symphony Orchestra, annually produces one or two independent concerts, and provides other performances and outreach programs for the community.

San Diego Men's Chorus

The San Diego Men's Chorus (SDMC) is dedicated to presenting high-caliber performances of men's choral music. The SDMC is composed of approximately 100 singing and non-singing members who use their performances to increase public awareness and understanding of gay life, as well as provide a sense of community and positive role models for gay men and youth.

San Diego Mini-Concerts

San Diego Mini - Concerts is committed to musical excellence and seeks to showcase outstanding performers in free noontime concerts at the Lyceum Theater, making classical chamber music accessible to everyone -- tourists, senior citizens, students, downtown residents, shoppers, workers and the homeless. These concerts feature local San Diego musicians of the highest quality, including those with limited performance opportunities as well as established touring and performing artists.

San Diego Model Railroad Museum, Inc.

The mission of the San Diego Model Railroad Museum, Inc. is to preserve the heritage of railroads and model railroads for the community of San Diego. The Museum has the largest indoor exhibition of model railroading in North America. The exhibits explain the past and present history of American railroads.

Special Promotional Programs

Division/Major Program Descriptions (continued)

San Diego Museum Council

The San Diego Museum Council is a coalition of 27 nonprofit museums in San Diego. The Council works cooperatively to share resources in the effort to promote awareness, participation, and exposure to the cultural riches of San Diego's museums. The Council's mission is to increase participation in both the local community and the tourist industry. Since its incorporation in 1977, the non-profit Council has been the only organization that exists as a central unifying group for San Diego's extensive museum community.

San Diego Museum of Art

The San Diego Museum of Art collects, presents, interprets and conserves art and the artistic experience. Each year, SDMA presents a diverse schedule of exhibitions drawn from its permanent collection of over 11,000 objects, as well as traveling exhibitions that bring a wide range of art otherwise unavailable to this region. To complement these exhibitions, the SDMA presents a comprehensive array of educational programs for both children and adults, as well as a wide variety of lectures, performances and film series.

San Diego Museum of Man

The San Diego Museum of Man acquires and disseminates knowledge of human culture, biology and ecology, emphasizing the archaeology and anthropology of the diverse peoples of the Western Americas. Through programs of exhibitions, education, research and publication, the San Diego Museum of Man creates a dynamic learning environment for a broad multi-cultural audience.

San Diego Natural History Museum/San Diego Society of Natural History

Founded in 1874, the San Diego Natural History Museum interprets the natural world through research, exhibitions and education; promotes understanding of the evolution and diversity of Southern California and the peninsula of Baja California; and inspires people to respect the environment. The Museum also conducts scientific, collections-based research utilizing a collection of over 7.5 million specimens.

San Diego New Music

San Diego New Music (SDNM) is an all-volunteer organization dedicated to the promotion and development of contemporary classical music, avant-garde improvisation and neglected twentieth-century repertory. SDNM produces a concert series at The Athenaeum called "Noise at the Library" and publishes a free new music newsletter distributed throughout the county.

San Diego Opera Association

The San Diego Opera Association (SDOA) is dedicated to producing and presenting opera, operetta and other vocal arts in the San Diego community and enriching community life by promoting greater appreciation and support for the entire field of vocal arts. Each year the San Diego Opera Association offers 23 performances of five grand operas, recitals by international singing artists and special performances of other vocal works. SDOA makes opera engaging and accessible by maintaining extensive education and outreach activities that encourage participation in, and support for, its programs.

San Diego Performing Arts League

The mission of the San Diego Performing Arts League (SDPAL) is to advocate and promote support for, and participation in, San Diego's performing arts and to develop and sustain a healthy and vital performing arts industry in San Diego. SDPAL is the only umbrella non-profit organization serving 125 of San Diego's theatre, music and dance companies and their audiences.

Special Promotional Programs

Division/Major Program Descriptions (continued)

San Diego Repertory Theatre

The mission of the San Diego Repertory Theatre (The Rep) is to present adventurous theatre that explores values vital to our contemporary community. In partnership with artists and audiences who reflect the rich diversity of our region, the Rep seeks to empower the multiple voices of our community by operating the Lyceum Theatre complex as a “cultural town hall” for San Diego. The Rep annually produces a six-play subscription season focusing on contemporary issues and multicultural themes and co-produces two annual artistic festivals.

San Diego Symphony Orchestra Association, Inc.

The San Diego Symphony Orchestra Association, Inc. (SDSOA) is a dedicated complement of professional musicians, administrative and marketing experts and volunteer leaders who are committed to providing musical experiences of superior quality for the greater San Diego community. In residence at Copley Symphony Hall, the Symphony is committed to presenting the community with symphonic music as an accessible and inspirational art form through innovative programming and a strong commitment to arts education.

San Diego Women’s Chorus

The San Diego Women's Chorus, a feminist chorus, performs one major concert each year and many benefit performances for other non-profit groups. The Chorus sings about peace, freedom, women's rights, gay and lesbian rights and all forms of discrimination.

San Diego Young Artists Symphony Orchestra

The San Diego Young Artist Symphony Orchestra (YASO) provides students with an opportunity to study, rehearse and perform symphonic repertoire. YASO is a full symphonic orchestra, which performs the same symphonic repertoire as professional orchestras, and presents its programs to the public at nominal expense.

San Diego Youth Symphony

San Diego Youth Symphony (SDYS) is dedicated to the development and enhancement of the musical experience through the teaching and performance of classical repertoire. SDYS supports two full orchestras, a chamber orchestra, a string quartet, a brass quintet, two preparatory wind ensembles and a preparatory string ensemble. Musicians at all levels perform in public concert at least three times each year.

Sledgehammer Theatre

Sledgehammer Theatre is a regional center for the creation of new theatrical events, providing an environment for the exploration of theatrical forms, a laboratory for established and emerging artists and an arena for public participation in the immediacy of new and provocative American theatre.

Southeastern Community Theatre

Southeastern Community Theatre (SECT) is a teaching-producing institution dedicated to presenting theatre that addresses the African American experience. SECT has developed a unique model that provides educational instruction for children and adults and produces theatre that includes professional and community theatre artists.

Spreckels Organ Society

The Spreckels Organ Society promotes the Spreckels Organ in Balboa Park, the largest outdoor musical instrument in the world. The Society fulfills the vision of its donor, John D. Spreckels, by remaining for the “free use, benefit and enjoyment of all the people of the world.” Concerts at the Organ Pavilion are free of charge to the public and performed by both locally recognized and world-renowned artists.

Special Promotional Programs

Division/Major Program Descriptions (continued)

Spruce Street Forum

Spruce Street Forum (SSF) is dedicated to supporting emerging and established artists, designers, musicians, scholars and active community members through exhibits, concerts and forums. SSF focuses on the diverse and under-represented sectors of the community (age, race, gender, sexual orientation and ethnicity) who serve as sources of inspiration and enlightenment.

Sushi, Inc.

The mission of Sushi Performance and Visual Art is to expand the artistic experiences, opinions and aesthetics of the community by presenting meaningful and experimental performance, dance and visual art. Sushi, Inc. introduces national touring artists to San Diego audiences and supports emerging local artists in a supportive and contextual environment. Outreach and educational activities include lectures by staff and guest artists, complimentary and discount tickets and various special events.

Westwind Brass

Westwind Brass fosters international awareness and appreciation of brass chamber music as a challenging, dynamic and exciting art form. Westwind Brass is the only professional music ensemble in residence at San Diego State University.

Women's Caucus for the Arts/San Diego

The Women's Caucus for the Arts/San Diego is a professional organization devoted to championing the contributions of women in the visual arts.

WorldBeat Cultural Center

The WorldBeat Cultural Center is a non-profit, multi-disciplinary organization dedicated to preserving, producing and presenting the art and culture of the African Diaspora for the enjoyment, education and cultural enrichment of people throughout the San Diego region. Located in Balboa Park, the World Beat Center is a combination performance and workshop space that presents art exhibits and music and film festivals as well as workshops on music and dance.

Young Audiences of San Diego

Young Audiences of San Diego (YASD) seeks to make the San Diego area a better place to live by integrating the arts into the education and lives of all children. YASD supplements the existing performing and visual arts curriculum in schools by providing quality professional performances, workshops and long-term artists' residencies.

Special Promotional Programs

Salary Schedule

SPECIAL PROMOTIONAL PROGRAMS

Commission for Arts and Culture

<i>Class</i>	<i>Position Title</i>	<i>FY 2002 Positions</i>	<i>FY 2003 Positions</i>	<i>Salary</i>		<i>Total</i>
1107	Administrative Aide II	1.00	1.00	\$	43,160	\$ 43,160
1218	Associate Management Analyst	2.00	2.00	\$	56,182	\$ 112,363
1746	Word Processing Operator	1.00	1.00	\$	30,935	\$ 30,935
1769	Public Art Program Admin	2.00	2.00	\$	69,526	\$ 139,052
1876	Executive Secretary	1.00	1.00	\$	45,122	\$ 45,122
2268	Executive Director	1.00	1.00	\$	87,750	\$ 87,750
	Temporary Help	0.00	0.00			\$ 38,817
	Total	8.00	8.00			\$ 497,199

Safety & Maintenance of Visitor-Related Facilities

<i>Class</i>	<i>Position Title</i>	<i>Positions</i>	<i>Positions</i>	<i>Fringe</i>		<i>Total</i>
1821	Senior Park Ranger	1.00	1.00	\$	51,021	\$ 51,021
	Total	1.00	1.00			\$ 51,021

SPECIAL PROMOTIONAL PROGRAMS	9.00	9.00		\$	548,220
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Special Promotional Programs

Five-Year Expenditure Forecast

	FY 2003 FINAL	FY 2004 FORECAST	FY 2005 FORECAST	FY 2006 FORECAST	FY 2007 FORECAST
Positions	9.00	9.00	9.00	9.00	9.00
Personnel Expense	\$ 709,893	\$ 731,190	\$ 753,125	\$ 775,719	\$ 798,991
Non-Personnel Expense	\$ 86,880,583	\$ 89,487,000	\$ 92,171,611	\$ 94,936,759	\$ 97,784,862
TOTAL EXPENDITURES	\$ 87,590,476	\$ 90,218,190	\$ 92,924,736	\$ 95,712,478	\$ 98,583,853

Special Promotional Programs

Fiscal Year 2004

No major projected requirements.

Fiscal Year 2005

No major projected requirements.

Fiscal Year 2006

No major projected requirements.

Fiscal Year 2007

No major projected requirements.

Special Promotional Programs

Revenue and Expense Statement

TRANSIENT OCCUPANCY TAX FUND 10220	FY 2001 ACTUAL	FY 2002 ESTIMATED	FY 2003 FINAL
BEGINNING BALANCE AND RESERVE			
Prior Year Reserve for Encumbrances	\$ 3,910,725	\$ 4,743,549	\$ -
REVENUE			
Sales Tax Allocation	\$ 27,686,506	\$ 38,110,172	\$ 36,066,667
Transient Occupancy Tax	\$ 51,146,082	\$ 56,264,529	\$ 51,523,809
Repayment from Other Agencies	\$ 785,000	\$ -	\$ -
Other Revenue	\$ 121,372	\$ -	\$ -
TOTAL OPERATING REVENUE	\$ 79,738,960	\$ 94,374,701	\$ 87,590,476
TOTAL BALANCE AND REVENUE	\$ 83,649,685	\$ 99,118,250	\$ 87,590,476
EXPENSE			
Operating Expense	\$ 24,627,043	\$ 30,422,667	\$ 31,185,975
Transfer to Convention Center Complex Fund	\$ 1,599,921	\$ 6,864,340	\$ 7,297,508
Transfer to New Convention Facility Fund	\$ 4,811,740	\$ 5,060,846	\$ 4,664,311
Transfer to QUALCOMM Stadium	\$ 9,018,743	\$ 5,486,250	\$ 6,586,250
Transfer to Trolley Extension Reserve Fund	\$ 2,719,140	\$ 4,010,140	\$ 4,010,140
Transfer to Balboa Park/Mission Bay Park Improvement	\$ 7,788,499	\$ 7,989,632	\$ 7,989,632
Transfer to General Fund	\$ 6,292,208	\$ 12,493,746	\$ 5,130,924
Transfer to General Fund for Police Enhancements	\$ 7,358,499	\$ 7,689,632	\$ 7,689,632
Transfer to Public Art Fund	\$ 131,488	\$ 132,000	\$ 132,000
Transfer to Major Events Revolving Fund	\$ 330,952	\$ 345,845	\$ 345,845
Transfer to Coastal Infrastructure Fund	\$ 1,567,500	\$ 1,768,038	\$ -
Transfer to Regional Park Infrastructure Improvements Fund	\$ -	\$ 500,000	\$ -
Transfer to Ballpark Fund	\$ 6,409,761	\$ 7,121,579	\$ 7,446,151
Transfer to Main Library Fund	\$ 2,801,983	\$ 4,489,986	\$ 5,112,108
Transfer to Data Processing Corporation	\$ 1,613	\$ -	\$ -
Expenditure of Prior Year Funds	\$ 3,447,046	\$ 4,743,549	\$ -
TOTAL OPERATING EXPENSE	\$ 78,906,136	\$ 99,118,250	\$ 87,590,476
RESERVE			
Reserve for Encumbrances	\$ 4,743,549	\$ -	\$ -
BALANCE	\$ -	\$ -	\$ -
TOTAL EXPENSE, RESERVE AND BALANCE	\$ 83,649,685	\$ 99,118,250	\$ 87,590,476